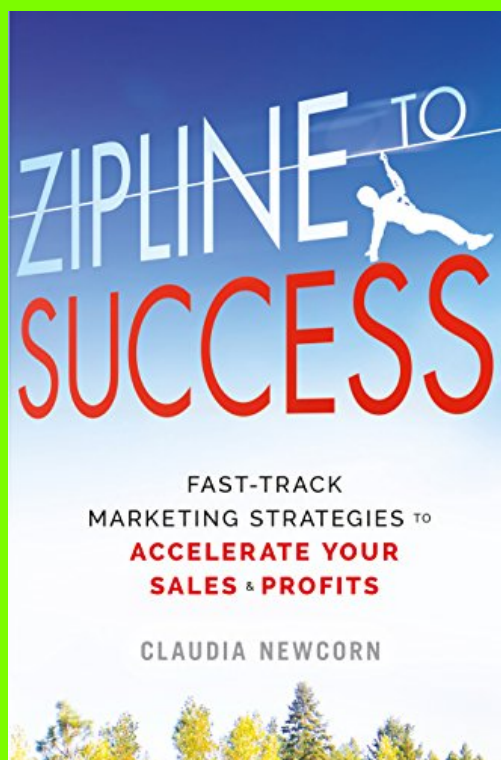


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- Avoid the 3 Bs of marketing

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